

## **Motion 9**

### **Council motion – A Member ‘Essentials’ Basket**

Our Co-op was founded over 180 years ago to provide access to food our members and communities could trust and rely on.

With over 2,400 stores in every postcode, we serve different communities across the UK, all of whom have different needs from their local Co-op and who rely on us to be there when they need something.

The cost of living continues to be the biggest priority for our members. We want all of our members to know that no matter which store they shop at, they can have guaranteed access to good quality, trusted products close to home, at the right price.

- We ask the Board to introduce the ‘Member Essentials Basket’ with great prices on the most bought basics by our member owners such as milk, bread, potatoes and eggs and to make sure these are always available, no matter which Co-op store they shop at.

### **Board response:**

We know that the cost-of-living crisis is the biggest priority for our members and that being able to rely on Co-op to have great value everyday essentials is important. Because of what our members told us, we launched Member Prices in 2024 on the everyday items our members buy most, like milk, bread and eggs, and have kept expanding the products – both Co-op and branded – over the past two years.

One of our Co-op’s priorities is to ensure our members never pay more for essentials in our Co-op than anywhere else and that is why we invested significantly in our Aldi Price Match. We want our members to know that convenience shouldn’t mean compromise on either quality, or price, when it comes to everyday essentials. This year, we are continuing to fight to keep prices low so members can trust the value that they get and know that the food they buy has strong ethical sourcing standards. We have worked hard to maintain strong levels of availability of everyday essentials over the past two years, with a particular focus on ensuring the products members buy most, including Aldi Price Match, have the highest levels of availability.

The cost-of-living crisis continues to be a real challenge for our members, and we know that members want us to keep building trusted value for members and customers whenever, wherever and however they shop with us. We also know that despite our Aldi Price Match, some members still do not know that they can get great value essentials from Co-op whenever they need them. It is important that we listen to our members to continue to understand which products they feel are essential when they shop with us. The Board therefore welcomes the opportunity to work with our members to develop a ‘Member Essentials Basket’ to ensure the right products are available at the right moment, at the right price.

The Board recommends supporting this motion.